

WHAT IS CLAIMED IS:

1. A golf ball comprising a core and a cover wherein said cover on its surface incorporates a section comprising a thermochromic material, wherein the thermochromic material is capable of indicating whether the golf ball is above or below a predetermined temperature.
2. The golf ball of claim 1 wherein the thermochromic section is printed onto the surface of the golf ball.
3. The golf ball of claim 1 wherein the temperature indication is a visible indication.
4. The golf ball of claim 3 wherein the visible indication is in two parts, wherein the first part is permanently displayed, and the second part is displayed after activation by a temperature change.
5. The golf ball of claim 1 wherein a first section comprising an ink material is first created on the surface of said golf ball, the thermochromic section is applied over the first section, and wherein the color of the ink material is different from the color of the thermochromic section.
6. The golf of claim 1 wherein the thermochromic material is a member selected from the group consisting of cholesteric liquid crystals and leuco dye systems.
7. The golf ball of claim 1 wherein the thermochromic material comprises cholesteric liquid crystals.
8. The golf ball of claim 1, wherein the thermochromic material comprises a leuco dye system.
9. The golf ball of claim 1, wherein the cover comprises at least one inner cover layer and at least one outer cover layer.
10. A golf ball comprising a core and a cover wherein said cover incorporates on its surface an indicia, wherein the indicia is covered with a thermochromic section, and wherein the thermochromic section becomes clear or translucent at a predetermined temperature, thereby allowing the observation of the indicia.
11. The golf ball of claim 10 wherein the indicia is a color.

12. The golf ball of claim 10 wherein the indicia is a readable word or logo.
13. The golf ball of claim 10 wherein the thermochromic material is a member selected from the group consisting of cholesteric liquid crystals and leuco dye systems.
14. The golf ball of claim 13 wherein the thermochromic material comprises a leuco dye system.
15. A golf ball comprising a core and a cover wherein said cover incorporates a thermochromic section on its surface to indicate whether said golf ball is above or below a predetermined temperature, said thermochromic section comprising a thermochromic material selected from the group consisting of cholesteric liquid crystals and leuco dye systems.
16. The golf ball of claim 15 wherein said thermochromic section is a visible indication printed on the surface of the golf ball.
17. The golf ball of claim 15 wherein said thermochromic section becomes clear or translucent at a predetermined temperature, thereby displaying an indicia printed on the surface of the ball under the thermochromic section.
18. The golf ball of claim 15, wherein the thermochromic material comprises cholesteric liquid crystals.
19. The golf ball of claim 17 wherein the indicia is a readable word or logo.
20. The golf ball of claim 15 wherein the cover comprises at least one inner cover layer and at least one outer cover layer.